



"You  
put this  
**KING  
SIZE**  
smile on my face!"

Lucille Ball  
and Desi Arnaz  
starring in  
"I LOVE LUCY"  
CBS-TV

There's a reason for this great big smile on my face! I'm smiling because everywhere I go I see smart retailers putting up big displays of PHILIP MORRIS King Size and Regular in their stores. It sure makes Ricky and me happy and it's good business, too. And here's why:

Your customers are being sold PHILIP MORRIS on two thrilling television shows, "Racket Squad" and "Peytragon Confidential." Also on "Playhouse on Broadway" every week over CBS radio. As well as

terrific newspaper ads and color spreads in *Life*, *Look*, *Saturday Evening Post* and *Collier's*. Attractive point-of-purchase material, too. That's the kind of advertising support that makes *more sales* for the smart dealer who *sells well*—and *displays*—PHILIP MORRIS King Size and Regular. Remember, out of stock means *money out of your pocket!*

Love it烟,

*Lucy*



KING-SIZE or REGULAR

CALL FOR **PHILIP MORRIS**

P. O. 5599  
8673-1R

Ad No. 250-A (4 1/2 x 7 1/2)

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